



e-News From *MAIEN*street

A Neighborhood e-Newsletter From Councilman Brian Maienschein

May 2001

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Proudly Representing the
District Five Communities
of:

Carmel Mountain Ranch

Kearny Mesa

Linda Vista

Mira Mesa

Rancho Bernardo

Sabre Springs

San Pasqual

Scripps Ranch

Sorrento Mesa

Sorrento Valley

A Message from Councilman Brian Maienschein

Welcome to the first issue of *e-News From MAIENstreet*!

I've taken the time to create this newsletter for one simple reason — to keep you informed.

There's a lot of exciting changes taking place at City Hall and I want ensure you are kept up to date on the issues and events affecting the Fifth District and all of San Diego.

With these changes come exciting new ways of doing business and communicating with our district families. That's why I've decided to use your tax dollars more responsibly by simply posting *e-News From MAIENstreet* on-line. No more expensive printing costs and no more postage!

Each month, I will send you a courtesy email with the website link to inform you when the new edition is ready to read. Just point and click and you'll be on your way to becoming a more informed and involved San Diegean.

I hope you enjoy *e-News From MAIENstreet*. It is a pleasure to serve you on the San Diego City Council!

— Brian Maienschein

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Infrastructure and the Role of Government

Since the industrial revolution a century ago, private industry and government have existed under a simple contractual agreement: private industry would provide the jobs and the tax base, while government "responsibly" spends this tax base to provide the needed infrastructure on which to build our cities and additional private industry.

This symbiotic relationship seems easy enough to understand, but somehow past policy makers and elected officials in San Diego have not held up their end of the bargain.

The past five years have meant two things for the San Diego region – a strong

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economy driven by the bio-tech and high-tech sectors and an exponential growth in population due in part to the creation of these new, high paying jobs.

"Past government officials on the other hand have failed in their role to 'responsibly' invest in the region..."

Private industry has clearly held up their end of the deal by creating the jobs and the tax base that has fueled the region's economic growth. San Diego area bio-tech companies are directly responsible for almost 30,000 new jobs, while the high-tech industry has created employment over 150,000 San Diegans. That's not even counting the hundreds of thousands of indirect jobs created to support these industries.

On the other hand, past government officials have failed in their role to "responsibly" invest in the region by refusing to address the infrastructure needs of our growing population and continually deferring these needs to future times and future budgets. Consequently, San Diego now has a \$10 billion backlog in infrastructure improvements.

San Diego cannot continue to rely only on its reputation as an emerging corporate center to attract new companies and retain those who are already here. We must, instead, prove that we are able to accommodate additional companies by ensuring that their investment in relocation to the region will be met with reliable and affordable energy, a clean water supply, quality schools, affordable housing for families, and a transportation system that gets employees to and from work in a reasonable amount of time.



Although the electricity debacle is by far the most pressing issue facing California businesses, I have dedicated much of my time towards solving the transportation crisis affecting the region and specifically Sorrento Valley, where employees are held hostage for over thirty minutes a day trying to escape the growing gridlock in this burgeoning corporate center.

As Co-Chair of the Freeway Congestion Strike Team, I'm working to improve the traffic circulation in Sorrento Valley by advocating for over \$10 million in needed funding to open new arterial roadways in the area, expand existing roads, and develop a comprehensive transit plan. Only through efforts to expand infrastructure, (not reduce it, as we saw during the debate to reopen Sorrento Valley Road), will we finally see some real relief.

The time is now for local government to adequately invest in the infrastructure needs of San Diego. Otherwise government may soon find that its in a contract with itself – because companies will be packing their bags and looking for a "partner" that won't default on an agreement so easily.

An introduction to your Councilman — Brian Maienschein

Brian Maienschein was overwhelmingly elected by the largest margin ever received by a non-incumbent in November 2000 to represent the San Diego City Council's Fifth District, which includes the communities of Rancho Bernardo, Carmel Mountain Ranch, Sabre Springs, Scripps Ranch, Mira Mesa, Kearny Mesa, Sorrento Mesa, Linda Vista, and San Pasqual.

Brian's principles of government accountability to tax payers, fiscal reform and commitment to our neighborhoods are rooted in his real-life experiences as a business attorney and community volunteer.



Brian with his wife, Janna, who is a special education teacher at Rancho Bernardo High School

A successful business attorney who has worked extensively with small business owners and high-tech companies, Brian understands the effects of over burdensome taxation and regulations on our growing economy. As a City Councilman, Brian is using his private sector expertise to reform local government by instilling more fiscal responsibility and greater accountability at City Hall.

As an I-15 resident, Brian has experienced first hand the effects of poor transportation and land use planning. He is working to improve our quality of life by placing our neighborhoods ahead of downtown special interest groups. His neighborhoods first approach at City Hall is leading the charge to address issues important to our families like reducing I-15 congestion, completing State Route 56 and keeping our parks safe and clean for our kids.

Councilman Maienschein also believes in the importance and effectiveness of volunteer efforts to help ensure our kids have the support and encouragement they need to succeed. Prior to being elected to the City Council, Brian was very active in school and youth programs, including participation on the Poway Unified School District's Safety and Wellness Committee and the San Diego County Bar Association's Children at Risk Committee.

Brian also served as Executive Director of Youth Court, an innovative program that has forged a partnership between law enforcement, schools and community groups to get first-time juvenile offenders back on track. For his work with this program, Brian received the 1999 District Attorney's Crime Victims Rights Award.

In recognition of his hard work on behalf of our communities, Councilman Maienschein was recently named by *San Diego Magazine* as one of the top 50 people to watch in San Diego.

A graduate of the University of California, Santa Barbara and California Western Law School in San Diego, Brian and his wife Janna, a special education teacher at Rancho Bernardo High School and a member of the Scripps Ranch Children's Hospital Auxiliary, are homeowners in Carmel Mountain Ranch. Brian is also a member of the Rancho Bernardo Chamber of Commerce, Diamond Gateway Chamber of Commerce, and the Lincoln Club of San Diego.



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To begin receiving e-News From *MAIEN*street every month via email, simply send a request the email address below and I’ll add you to my list.

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It’s a pleasure to serve you on the San Diego City Council!!”

—Councilman Brian Maienschein

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